



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser
Agency
Buyer
Salesperson

Pol/B Obama/D/Pre/US (16256)
Greer, Margolis, Mitchell & Associ(2890)
KEULEMAN, KATIE
Telerep/Washington DC, Washington DC (1040)
ph: (555) 555-5555
Political - Federal Candidate (1067)
OBAMA SKED A (18391)
National/Political
2002/06366411

Invoice 643703
Inv Date 10/28/2012
Terms Net 30
Contract 336064
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Greer, Margolis, Mitchell & Associates
Attn: Accounting
3050 K Street NW
Washington, DC 20007

AgB

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

OBAMA SKED A

CO-OP/Order Type No/Normal
Package
Gen. Date 10/30/2012 4:06:00PM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	10:00:00AM-11:00:00	Day, Tu-1, W-1, Th-1, F-1	10/09/12 10:24AM (Tu)	00:30			
1.0	Spot	10:00:00AM-11:00:00	Day, Tu-1, W-1, Th-1, F-1	10/10/12 10:24AM (We)	00:30	OFA12Z141H	\$560.00	
1.0	Spot	10:00:00AM-11:00:00	Day, Tu-1, W-1, Th-1, F-1	10/11/12 10:41AM (Th)	00:30	OFA12G145H	\$560.00	
1.0	Spot	10:00:00AM-11:00:00	Day, Tu-1, W-1, Th-1, F-1	10/12/12 10:57AM (Fr)	00:30	OFA12G145H	\$560.00	
2.0	Spot	11:35:00PM-12:05:00	Per week (2), Tu, We, Th	10/10/12 11:55PM (We)	00:30	OFA12P143H	\$560.00	
2.0	Spot	11:35:00PM-12:05:00	Per week (2), Tu, We, Th	10/11/12 11:45PM (Th)	00:30	OFA12G145H	\$1025.00	
3.0	Spot	11:00:00AM-12:00:00	Per week (3), Tu, We, Th, Fr	10/10/12 11:59AM (We)	00:30	OFA12G145H	\$1025.00	
3.0	Spot	11:00:00AM-12:00:00	Per week (3), Tu, We, Th, Fr	10/12/12 11:59AM (Fr)	00:30	OFA12G145H	\$925.00	
4.0	Spot	12:05:00AM- 1:05:00	Per week (2), Tu, We, Th	10/10/12 1:03AM (We)	00:30	OFA12G145H	\$925.00	
4.0	Spot	12:05:00AM- 1:05:00	Per week (2), Tu, We, Th	10/11/12 1:01AM (Th)	00:30	OFA12P143H	\$340.00	
5.0	Spot	12:00:00PM- 1:00:00	Day, Tu-1, W-1, Th-1, F-1	10/09/12 12:54PM (Tu)	00:30	OFA12P143H	\$340.00	
5.0	Spot	12:00:00PM- 1:00:00	Day, Tu-1, W-1, Th-1, F-1	10/10/12 12:29PM (We)	00:30	OFA12A138H	\$850.00	
5.0	Spot	12:00:00PM- 1:00:00	Day, Tu-1, W-1, Th-1, F-1	10/11/12 12:12PM (Th)	00:30	OFA12P143H	\$850.00	
5.0	Spot	12:00:00PM- 1:00:00	Day, Tu-1, W-1, Th-1, F-1	10/12/12 12:36PM (Fr)	00:30	OFA12P143H	\$850.00	
6.0	Spot	4:00:00PM- 5:00:00	Per week (3), Tu, We, Th, Fr	10/09/12 4:41PM (Tu)	00:30	OFA12A138H	\$800.00	
6.0	Spot	4:00:00PM- 5:00:00	Per week (3), Tu, We, Th, Fr	10/10/12 4:55PM (We)	00:30	OFA12G145H	\$800.00	
6.0	Spot	4:00:00PM- 5:00:00	Per week (3), Tu, We, Th, Fr	10/12/12 4:54PM (Fr)	00:30	OFA12G145H	\$800.00	
7.0	Spot	5:00:00PM- 6:00:00	Per week (3), Tu, We, Th, Fr	10/09/12 5:54PM (Tu)	00:30	OFA12Z141H	\$2250.00	
7.0	Spot	5:00:00PM- 6:00:00	Per week (3), Tu, We, Th, Fr	10/10/12 5:27PM (We)	00:30	OFA12P143H	\$2250.00	
8.0	Spot	6:00:00PM- 6:30:00	Per week (3), Tu, We, Th, Fr	10/09/12 6:13PM (Tu)	00:30	OFA12A138H	\$3000.00	
8.0	Spot	6:00:00PM- 6:30:00	Per week (3), Tu, We, Th, Fr	10/11/12 6:24PM (Th)	00:30	OFA12P143H	\$3000.00	
8.0	Spot	6:00:00PM- 6:30:00	Per week (3), Tu, We, Th, Fr	10/12/12 6:22PM (Fr)	00:30	OFA12P143H	\$3000.00	
9.0	Spot	6:00:00AM- 7:00:00	Per week (3), Tu, We, Th, Fr	10/09/12 6:44AM (Tu)	00:30	OFA12A138H	\$1875.00	
9.0	Spot	6:00:00AM- 7:00:00	Per week (3), Tu, We, Th, Fr	10/10/12 5:59AM (We)	00:30	OFA12P143H	\$1875.00	
9.0	Spot	6:00:00AM- 7:00:00	Per week (3), Tu, We, Th, Fr	10/12/12 6:54AM (Fr)	00:30	OFA12G145H	\$1875.00	
10.0	Spot	7:00:00PM- 7:30:00	Per week (3), Tu, We, Th, Fr	10/09/12 7:13PM (Tu)	00:30	OFA12Z141H	\$3000.00	
10.0	Spot	7:00:00PM- 7:30:00	Per week (3), Tu, We, Th, Fr	10/10/12 7:25PM (We)	00:30	OFA12G145H	\$3000.00	
10.0	Spot	7:00:00PM- 7:30:00	Per week (3), Tu, We, Th, Fr	10/12/12 7:29PM (Fr)	00:30	OFA12G145H	\$3000.00	
11.0	Spot	7:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	10/09/12 7:55AM (Tu)	00:30	OFA12Z141H	\$2000.00	
11.0	Spot	7:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	10/10/12 8:59AM (We)	00:30	OFA12G145H	\$2000.00	
11.0	Spot	7:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	10/11/12 8:52AM (Th)	00:30	OFA12G145H	\$2000.00	
11.0	Spot	7:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	10/12/12 9:00AM (Fr)	00:30	OFA12P143H	\$2000.00	
12.0	Spot	7:30:00PM- 8:00:00	Per week (3), Tu, We, Th, Fr	10/09/12 7:53PM (Tu)	00:30	OFA12A138H	\$3000.00	
12.0	Spot	7:30:00PM- 8:00:00	Per week (3), Tu, We, Th, Fr	10/11/12 7:29PM (Th)	00:30	OFA12G145H	\$3000.00	
12.0	Spot	7:30:00PM- 8:00:00	Per week (3), Tu, We, Th, Fr	10/12/12 7:43PM (Fr)	00:30	OFA12P143H	\$3000.00	
13.0	Spot	9:00:00AM-10:00:00	Day, Tu-1, W-1, Th-1, F-1	10/09/12 9:24AM (Tu)	00:30	OFA12A138H	\$560.00	
13.0	Spot	9:00:00AM-10:00:00	Day, Tu-1, W-1, Th-1, F-1	10/10/12 9:25AM (We)	00:30	OFA12P143H	\$560.00	
13.0	Spot	9:00:00AM-10:00:00	Day, Tu-1, W-1, Th-1, F-1	10/11/12 9:30AM (Th)	00:30	OFA12P143H	\$560.00	
13.0	Spot	9:00:00AM-10:00:00	Day, Tu-1, W-1, Th-1, F-1	10/12/12 9:47AM (Fr)	00:30	OFA12G145H	\$560.00	



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3050 K Street NW
Washington, DC 20007

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Product
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OBAMA SKED A

CO-OP/Order Type No/Normal
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Gen. Date 10/30/2012 4:06:00PM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
14.0	Spot	8:00:00PM-10:00:00	Day, M-1	10/15/12 8:00PM (Mo)	00:30	OFA12P143H	\$9250.00	
15.0	Spot	12:00:00PM-12:30:00	Day, Sa-1, Su-1	10/14/12 12:00PM (Su)	00:30	OFA12G145H	\$600.00	
16.0	Spot	12:00:00PM- 3:30:00	Day, Sa-1	10/13/12 12:05PM (Sa)	00:30	OFA12P143H	\$2750.00	
17.0	Spot	6:00:00AM- 9:00:00	Day, Sa-2	10/13/12 6:29AM (Sa)	00:30	OFA12G145H	\$1050.00	
17.0	Spot	6:00:00AM- 9:00:00	Day, Sa-2	10/13/12 7:54AM (Sa)	00:30	OFA12P143H	\$1050.00	
19.0	Spot	9:00:00AM-10:00:00	Day, Sa-1	10/13/12 9:39AM (Sa)	00:30	OFA12G145H	\$1050.00	
20.0	Spot	1:00:00PM- 6:00:00	Day, Su-1	10/14/12 1:58PM (Su)	00:30	OFA12P143H	\$475.00	
21.0	Spot	11:30:00PM-12:00:00	Day, Su-1	10/14/12 11:52PM (Su)	00:30	OFA12G145H	\$475.00	
22.0	Spot	6:00:00AM- 9:00:00	Day, Su-1	10/14/12 8:59AM (Su)	00:30	OFA12P143H	\$1050.00	
23.0	Spot	8:00:00PM- 9:00:00	Day, Su-1	10/14/12 8:38PM (Su)	00:30	OFA12G145H	\$6500.00	
24.0	Spot	10:00:00PM-11:00:00	Day, Th-1	10/11/12 10:59PM (Th)	00:30	OFA12P143H	\$5000.00	
25.0	Spot	11:00:00PM-11:35:00	Per week (3), Tu, We, Th, Fr, Sa, Su	10/10/12 11:27PM (We)	00:30	OFA12P143H	\$2000.00	
25.0	Spot	11:00:00PM-11:35:00	Per week (3), Tu, We, Th, Fr, Sa, Su	10/12/12 11:12PM (Fr)	00:30	OFA12P143H	\$2000.00	
25.0	Spot	11:00:00PM-11:35:00	Per week (3), Tu, We, Th, Fr, Sa, Su	10/14/12 11:29PM (Su)	00:30	OFA12P143H	\$2000.00	
27.0	Spot	10:00:00AM-11:00:00	Day, M-1	10/15/12 10:52AM (Mo)	00:30	OFA12P143H	\$560.00	
28.0	Spot	12:00:00PM- 1:00:00	Day, M-1	10/15/12 12:34PM (Mo)	00:30	OFA12G145H	\$850.00	
29.0	Spot	7:00:00AM- 9:00:00	Day, M-1	10/15/12 8:54AM (Mo)	00:30	OFA12G145H	\$2000.00	
30.0	Spot	11:00:00AM-12:00:00	Per week (1), We	10/10/12 10:59AM (We)	00:30	OFA12P143H	\$925.00	M/G For 3.0.1
31.0	Spot	10:00:00PM-11:00:00	Per week (1), Fr	10/12/12 10:36PM (Fr)	00:30	OFA12G145H	\$3500.00	
32.0	Spot	5:30:00AM- 6:00:00	Per week (1), We	10/10/12 5:44AM (We)	00:30	OFA12G145H	\$925.00	
33.0	Spot	5:00:00AM- 5:30:00	Per week (1), We	10/10/12 5:27AM (We)	00:30	OFA12P143H	\$625.00	
34.0	Spot	12:00:00AM- 1:00:00	Per week (1), Su	10/14/12 11:59PM (Su)	00:30	OFA12P143H	\$200.00	
35.0	Spot	7:00:00AM- 9:00:00	Per week (1), Su	10/14/12 7:58AM (Su)	00:30	OFA12G145H	\$1050.00	
36.0	Spot	5:00:00AM- 6:00:00	Per week (1), Su	10/14/12 5:28AM (Su)	00:30	OFA12P143H	\$250.00	
37.0	Spot	11:30:00PM-12:05:00	Per week (1), Sa	10/13/12 11:50PM (Sa)	00:30	OFA12G145H	\$1000.00	
38.0	Spot	5:00:00PM- 6:00:00	Day, F-1	10/12/12 5:52PM (Fr)	00:30	OFA12P143H	\$2250.00	M/G For 7.0.1

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total **\$109,370.00**
Commission **(\$16,405.50)**
Net Total \$92,964.50

Total Spots 65

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.